

Spreading the Zumba Fitness® Love

An Honors Thesis (HONORS 499)

by

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A handwritten signature in black ink that reads "Amanda Salyer-Funk". The signature is written in a cursive style with a large initial 'A' and a stylized 'F'.

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Abstract

Cancer has touched everyone in some way. My Grandmother passed away December 2011 from cancer. I wanted to do something to help the efforts of the search for the cure. As a Zumba® instructor, and a member of ZIN (Zumba® Instructor Network), I have the ability to host a Zumbathon® event. A Zumbathon® event is a charity event specifically utilizing the Zumba Fitness® program to raise funds for a worthy cause. I employed this program to organize and host a Zumbathon® event in partnership with Relay for Life® at Ball State University to raise money for the American Cancer Society®.

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Introduction

According to the Center for Disease Control and Prevention, over a third of the U.S. adult population is obese, and approximately 12.5 million children and adolescents are obese (“U.S. Obesity Trends”). The numbers are even more frightening when overweight individuals in the United States are included. According to 2007-2008 National Health and Nutrition Examination Survey, 68% of individuals 20 years of age or older are either overweight or obese in the United States (“Key Statistics from NHANES”).

In the past 20 years, there has been a dramatic change in the obesity rates in the United States (“U.S. Obesity Trends”). Since 1980, obesity among children and adolescents has tripled (“Data and Statistics”). No state has been able to meet the goal of having 15% or less of the population obese, as described in the goals of Healthy People 2010 (“Adult Obesity”). In fact, in 2010, there wasn’t a single state without at least a 20% obesity rate, some reaching 30% or more (“U.S. Obesity Trends”). With the increase of obesity rates, this has many health researchers looking for the impact on the population.

According to the *Wall Street Journal*, as many as one-third of common cancers are linked to excess weight and lack of physical activity (McKay). Some of the known linked cancers include cancer of the: esophagus, pancreas, colon and rectum, breast, uterus, kidney, thyroid, and gallbladder (“Obesity and Cancer Risk”). Fat cells can encourage the body to produce more substances such as insulin or other hormones that can stimulate tumor growth (McKay). It is projected that, if obesity continues to grow at the current rate, there will be over 500,000 more cases of cancer due to obesity by 2030 (“Obesity and Cancer Risk”). However, if every adult reduced their BMI by 1%, lost roughly 2.2 lbs, this would avoid over 100,000 new cases of cancer (“Obesity and Cancer Risk”). *The Huffington Post* points out that nearly two thirds of

cancer can be prevented by a healthy lifestyle (Chopra). Additionally, excess weight can negatively impact the survival of a cancer patient as well as quality of life (McKay).

"Americans don't understand the association between cancer and obesity," says physician Marcus Plescia, director of the division of cancer prevention for the Centers for Disease Control and Prevention (Lloyd). "They know about the links, (from obesity) to diabetes, heart disease and arthritis, but many don't know about this" (Lloyd). Colleen Doyle, director of nutrition and physical activity for the American Cancer Society, describes this understanding of a strong link as an "explosion of research... that gives [experts] the confidence that [a healthy lifestyle] matter[s]" (Burnham). There have been over one hundred studies done since 2006, which was the last time the American Cancer Society seriously weighed in on the subject (Burnham). This attention has raised scrutiny on the current predominant lifestyle in America.

As of now, approximately 25% of Americans eat fast food every day (Fast Food). Fast food is not the most nutritious option out there. Morgan Spurlock, known for his documentary *Super Size Me*, experimented on how fast food can harm the body. His results showed an alarming conclusion of the impact that fast food can have. In his research, he found that very few dietitian experts would say that fast food is okay to consume even once or twice a month (*Super Size Me*).

Along with the dangers of fast food, there is a trend in America of consuming many different forms of processed food. Processed foods aren't all bad. Processed foods are simply foods that have been altered from their original state for safety or convenience reasons (Jegtvig). Still, many processed foods devalue the original product with high amounts of trans-fats, saturated fats, sodium, and sugar (Jegtvig). These processed foods are found largely at fast food locations; however, products that have been canned, frozen, refrigerated, dehydrated, or have

been through aseptic processing, are more than likely processed (Body Ecology Healthy Diet). A simple way of checking would be to see how many ingredients are on the label, if there's a long list of words that the average person cannot pronounce, it has more than likely been processed (Body Ecology Healthy Diet). Many processed foods have actually been recognized as having carcinogenic properties, which cause cancer (Body Ecology Healthy Diet).

In addition to poor diets filled with processed foods, Americans generally don't exercise. According to the Centers for Disease Control and Prevention (CDC), in 2009, only 47% of Americans met the guidelines for physical activity, while only 22.4% met the guidelines for strengthening physical activity (Exercise of Physical Activity). Most concerning was that only 18.8% met both guidelines (Exercise of Physical Activity). There is a difference between physical activity and exercise. Physical activity can include just about anything we do during the day that requires movement, such as cleaning the house, gardening, walking up the stairs, and other related activities (Robb). Exercise is a planned, purposeful form of physical activity (Robb). All exercise is physical activity, but not all physical activity is exercise. A more recent look by the CDC in 2011 indicates that only two in every ten American adults get the recommended amount of exercise and approximately a quarter do not get any form of physical activity at all (Blackburn). This means that in recent years, physical activity has declined and even more so, exercise has become scarce. Dr. Antronette Yancey, a professor at UCLA who serves on a board that supports first lady Michelle Obama's "Let's Move" campaign, asserts that these numbers are "probably even an underestimate of the real problem" (Blackburn).

Facets of health that go largely unnoticed or discussed include the mind aspect. This would include things like dealing with stress and understanding emotions. The American Institute of Stress did a survey in the 1980 s asking people about perceived stress and just a

decade later, the percentage of people who responded feeling under great stress on a weekly basis jumped from 55% to 75% (America's No. 1 Health Problem). With our ever-connected society of important meeting after important meeting, having to compete globally in the job market, stressors from financial burdens, and such, it's no wonder that people feel stressed. It is estimated anywhere from 75-90% of all doctor visits are due to stress-related problems (America's No. 1 Health Problem).

All in all, America has a problem with health and hence, a problem with obesity. It is evident that it is, indeed, an epidemic in our country.

The Change

My original plan for my Senior Honors Thesis Project was a memoir about how Zumba Fitness® changed my life. However, my Grandmother passed away in December from cancer after a six-year battle. I wanted to do something to stop cancer. During semester break, I was watching television with my family, and a headline on the news caught my attention: obesity had passed smoking as the number one controllable risk factor for preventable death, most notably cancer.

Since getting into fitness, I have been passionate about doing something to impact the obesity epidemic in our country. In the following weeks after break, I couldn't stop thinking about that story. The idea came to me to use Zumba Fitness® and their impactful Zumbathon® Event program to not only fight obesity, but also fight cancer. Thus, my new and improved Senior Honors Thesis Project was created.

Zumba Fitness® is a Latin-inspired workout that combines Latin and International rhythms into an invigorating workout (Zumba Fitness®). Classes appeal to just about everyone, as the mindset in a Zumba Fitness® class is to let loose and have fun, which takes away the

jitters of first-time attendees and brings back those who become hooked on the party atmosphere. The Zumbathon® program is something only instructors who are a part of the Zumba® Instructor Network (ZIN) can partake in. Since I am a ZIN member, I was allowed to organize a Zumbathon® charity event for my intended cause.

Each year, Zumba Fitness® organizes a national campaign for a specific non-profit organization. In past years, they have raised money for the American Heart Association®, Susan G. Komen for the Cure®, and Augie's Quest® fundraiser efforts. Instructors apply to host their own Zumbathon® charity event for their own cause, which can range from local charities to national or international organizations. Zumba Fitness® has raised millions of dollars for charities through this program. So I decided to use my resources and talents, along with the idea of the Zumbathon® charity event, and incorporate all of those ideas into a rewarding project.

I changed my project at the end of January and was officially cleared to go ahead at the start of February. I had originally planned to have the Zumbathon® in the middle of April, but I ended up choosing to partner up with The American Cancer Society® itself in the Relay for Life® event at Ball State and doing it at the end of March, which allowed me very little time to learn and prepare for the event.

The Plan

In my thesis proposal, I determined that I wanted to plan a Zumbathon® to benefit the American Cancer Society®. I would also include a health fair about healthy living topics. This event would be done in honor of my Grandmother, who had recently passed away due to cancer.

My goal for the event was to raise \$1,000 for cancer research.

The Journey

I began to talk with my advisor, Amanda Salyer-Funk, Ball State University fitness instructor, about what exactly I wanted for this event. She set up meetings for me with a few colleagues she knew in relation to cancer research and fitness. We discussed the possibility of partnering with local cancer groups, which I declined since I did not desire the money I raised to exclusively be for Muncie and their private endeavors but rather for cancer research to find a cure. We also discussed the possibility of playing up the childhood obesity angle and invite organizations directly related to be big partners in the Zumbathon® event. I also declined this idea, as my main goal was cancer research funds.

When planning, I wanted the obesity epidemic to be explicitly connected to cancer. In order to make this connection, I decided to organize a health fair in conjunction with the Zumbathon®. This health fair would include topics that related not only to cancer and cancer prevention, but also how to lead a healthy lifestyle. I toyed with the idea of making the Zumbathon® not simply two hours, but a total of five hours to include a more equal mixing of these facets. However, at that time, we settled on a three-hour Zumbathon® event. I did this because I didn't want to make the event too overwhelming for attendees and, personally, did not want to overload myself.

Once I had a solid idea of what I wanted for the event, we went to Recreation Services to ask about space. That was where the past Zumbathons® had been held. I wanted to have the larger portion of the five-court gym in the Student Recreation and Wellness Center, sometime in mid-April, so it could accommodate both the Zumbathon® and the health fair. After talking with the representative, there were many complications in obtaining the space and the date I had desired. There were also a lot of other factors I was unaware of. This would have impacted how we organized and ran the event. For instance, they would be very hands off with the event, since

it would not be a Ball State Group Fitness sponsored event, and, instead, an individual endeavor. I then realized that going through Ball State Group Fitness was how the previous two Zumbathons® ran so smoothly. As an individual, I would be responsible for obtaining waivers, licensing, insurance, and other items that would be difficult to negotiate for a one-time event. There were many limitations that would greatly change the event that I had not considered as they had previously been taken care of through Ball State Group Fitness.

Ms. Salyer-Funk suggested I look to connecting with Cara Roach, the leader of the Ball State University Relay for Life® event. Relay for Life® is an event that has taken place on Ball State University's campus for the past few years to celebrate, remember, and fight cancer, raising funds for the American Cancer Society®. In our discussion, Ms. Roach mentioned that they had ample space allotted to them but were unsure of how they were going to utilize it. After hearing my ideas and my passion for our mutual cause, we devised an action plan for the Zumbathon®, including more space and resources than I could have obtained on my own. She could, as head of the event, take care of many of the points of concern that doing the event alone would have raised, such as insurance and waivers. Ms. Roach would also be in charge of the technical workings with the facility, such as insurance, volunteers working registration, requesting equipment, and such, allowing me to be focused on my goals for the project rather than the technical aspects. At this point, we decided to go ahead and team up with the Relay for Life® event.

I set up meetings with Ms. Roach, as well two student leaders of Colleges Against Cancer, the student organization heading up Relay for Life® on campus. We met together multiple times in the six short weeks between when our partnership began and when the Zumbathon® would take place to discuss matters of space, equipment needed, advertisements,

and logistics. I made the decisions and dealt with bumps in the road as they did the actual job of relaying between the facility and myself. Between my meetings with one or all three of the Relay for Life® leaders and my meetings with Ms. Salyer-Funk, we brought my plans together for the Zumbathon®.

The original plan of a three or five hour Zumbathon® turned into a two and a half hour Zumbathon®. The event would be, like the first two events, in the two-court gym of the Student Recreation and Wellness Center. I decided to combine the health fair and place it in the hallway leading and joining the Zumbathon® so attendees could stop by before or during the Zumbathon® to learn important information about leading a healthy lifestyle. When planning the health fair, I chose topics that I was interested in and would be relevant to the average person. There were booths covering smoking: how to quit and how to help loved ones quit. There were booths about cancer in general: different types and how to prevent them. There were booths about diet: recipes for healthy snacks and meals, how to shop smart at a grocery store, as well as great eat this, not that presentations. There were many booths about exercise: proper form and injury prevention, as well as different types of exercise and what would be best for the individuals. I didn't ask any organization to cover any topic that I didn't personally think was interesting and helpful.

Donations

While a silent auction was something that had never been done at any Zumbathon® I had ever been to, I had heard from instructors who had organized silent auctions for their Zumbathons® with success. I spent my entire spring break visiting local businesses and e-mailing large corporations for donations for this silent auction. I walked around downtown, going door to door, asking for donations and for businesses to post my flyer in their windows or

at their front desks. Then I drove around Muncie to visit other businesses I could not immediately walk to. Some businesses I had to set-up a follow-up meeting and come back to further discuss my event with them. With that, there were separate pick-up times and some instances where, regardless of several visits, the donation did not work out.

While much of what I received was from local businesses, I did reach out to larger corporations for donations as well. One of my students worked for Wal-Mart and was able to get a few items donated as well as a generous gift card. Another one of my students knew a masseuse and was able to get a massage donated. Additionally, a huge help, was that one of my students worked for a printing company and was able to speak with her boss and have all of my printing needs met, this included flyers, tickets, and banners.

One thing I learned about larger companies was that there is a time restriction on many of their philanthropic endeavors. Some companies needed a few weeks and some needed a few months. Since my project was time sensitive, I was only able to approach so many companies with their policies in place. One of the only companies that responded with a donation, out of the dozen or so I contacted, was Power Systems, that donated ten resistance bands to be auctioned off. Other companies I reached out to were shoe companies, such as Puma®, Nike®, Asics®, and Adidas®, sportswear companies, such as Danskin®, Lululemon®, and Champion®, fitness equipment companies, such as Gold's Gym®, Garmin®, Polar®, and Spri®, and fitness celebrities, such as Jillian Michaels and Bob Harper.

In addition to time-sensitive deadlines, there were also some companies that needed proof that the event was indeed a charity event. For this, I had to contact Cara Roach for special letters and documentation to fax to the company. The Coca-Cola Company® donated ten cases of

Dasani® water after they had received the documentation; however, they were the only company that required that specific paperwork that ended up donating anything to the event.

I acquired over \$1,000 worth of items for the silent auction from both local businesses as well as large corporations. We were able to get ten cases of water donated from both CVS® as well as the Coca-Cola Company® for a total of nearly five hundred bottles of water to have available to attendees for free. I noticed at the past two Zumbathons® that many attendees did not have adequate water. Safety is my number one concern with all of my students, so I wanted to have free water available to everyone. I debated selling the water for more funds; however, I concluded that I would rather keep my participants safe with the free water than have someone not have money to purchase much needed refreshments.

Getting the Word Out

One of the biggest things I pursued was getting the word out and advertising. When I asked the previous Zumba® instructors who hosted the past two Zumbathons®, they both heavily emphasized how important it was to advertise. As previously mentioned, I spent my entire spring break not only asking for donations for the silent auction, but also inquiring whether or not businesses would be willing to display fliers for the event. Most of the places I asked were more than happy to post a flier or two for the event. Even most of the businesses I asked were more than willing to donate something to the silent auction and, consequently, were willing to help spread the word about the event. Otherwise, my students in my classes and the students of my other instructors leading at the Zumbathon® worked to spread the word. By the final week before the Zumbathon®, I had students coming up to me telling me that they were about to tell their friend about the Zumbathon®, but they already knew about it. Word was spreading fast.

As for campus, I connected with Cardinal Communications, The Daily News, the Residence Hall Association (RHA), the heads of the Honors College, as well as many Greek organizations and student organizations to spread the word. A representative from Cardinal Communications helped to set me up on social media networks to promote my Zumbathon®. The Daily News did an article a few days before the event. I went to an RHA (Residence Hall Association) meeting, and they took about five hundred fliers and brought the information back to their organizations and dorms. The Honors College sent out a mass e-mail to all Honors students, urging them to come. Other organizations also brought the information back to their regular meetings and set up teams for the Zumbathon®. I sent a request to Student Life and had our information published in the Events of the week e-mail, as well, Julie Sturek, head of the Healthy Monday Tips e-mails sent to students, also sent out an e-mail to the entire university about the Zumbathon®. Additionally, I hung fliers all around campus and even went door to door in a few dorms with some resident hall friends to spread the word.

I focused mainly on trying to get “teams” set up with different organizations. This did not fare as well as I had hoped. It seemed like the idea of the teams were unclear. At first, we were going to have the teams contribute to the health fair, in making an informational poster on a designated type of cancer, and/or the silent auction. Because of time, this did not happen. Once I had figured out that this would have taken too much time out of other more important areas to organize, the whole idea of creating additional teams had become muddled and confusing. This may have contributed to why there was so little interest in this aspect.

Additionally, very few organizations were willing to get on board and create a team, even the Greeks that I had contacted. Zumba® is extremely prevalent in the Greek organizations, especially the sororities. I may have not had the connections I needed to truly create enough

excitement with the Greeks, which would explain why only two of them were interested at all in earnest. When contacting them, I had emphasized the community service aspect, which is required of many Greek organizations. No one seemed very interested. This was a major surprise to me since the Ball State Dance Marathon was saturated with Greeks. In the future, I would work harder to solidify a connection with the Greeks to work on advertising. The Greeks are fantastic at getting the word out about events.

I also focused heavily on the resident halls. I was very grateful when the president of the Ball State Resident Hall Association (RHA) contacted me about coming to a meeting. Seeing fliers in my resident halls was how I got involved in many events, especially if there was excitement in my dorm and within my resident assistants. So the chance to connect with this group was a great idea. At the meeting, the representatives from the halls, as well as many other campus organizations, such as Student Voluntary Services (SVS), took approximately five hundred fliers to distribute to their students and members.

All in all, I went through over two thousand, five hundred fliers, of which were all donated by Thomas Printing, a printing company one of my Zumba® students was an employee of. By the week of the Zumbathon®, most people had at least heard of the event. Many of my friends approached me, saying they had heard about the event from other friends or through numerous e-mails. I even had strangers come up to me, seeing my Zumba® Fitness clothing, and ask for fliers to tell their friends.

Reality

A little less than a week before the Zumbathon®, I got an e-mail from an instructor saying he couldn't come anymore, a few days before, another instructor backed out, the day before, another instructor backed out, and lastly, twenty minutes before it started, another

instructor backed out. A total of four instructors backed out within the last week leading up to the Zumbathon®. Thankfully I was able to fill their spots or re-arrange people and make it work. I personally didn't mind doing more of the time. I love to teach, and Zumbathon® events are a total rush.

Before, as well as on the day of the event, I was told the space would be set-up and ready for us at 8pm with a very secure stage, a sound system, a microphone, and all of our tables at the very least in there, if not allowed to set-up our stuff beforehand, which was not the case. It was about 8:30pm before the stage was set-up and we were able to get more than a boom box for the music, in which we ended up with one small speaker that was supposed to be just for the microphone, but had to do for the music. Normally, there would have been the small speaker for the microphone as well as two extremely large speakers on either side of the stage so even the back row of the two court gym could get the full effect. This did not happen. I spoke with the Recreation Services representative and he asserted that there wasn't a request for a sound system at all.

Because of that chaos, I didn't get before pictures, I didn't really get to talk to the other instructors, they just unfortunately got to see the extremely flustered me, and I didn't get to chat with attendees. That was a part I was upset that I missed. I was so extremely stressed. I did have students try to chat with me but I had to apologize and run off to work out an issue every time.

Because we started so late, we ran right up to, if not over, our time. Fortunately, the Relay for Life® leaders were extremely forgiving and worked with me, but the end was very hurried. I couldn't cut any of the time out since some of the instructors had traveled a great deal to get to the event, and there were so many of them it would be unfair to let them have even less time on stage.

The silent auction items I pretty much sacrificed my spring break for didn't go well. Only about a third of the items even had a starting bid on them. I had to give most of them away, and most people had left because it was so late and we were way over time. Consequently, I had to draw a lot of names to give away the rest of the items. We didn't even raise a fifth of the worth of the items. That was extremely disappointing. However, all of the items were donated, so we didn't lose any money on it, we just didn't get as much as I had hoped to get.

In the end, many people had left before the event was over because we ran over nearly thirty minutes. The crowd was scarce. A few of those who had bid on items for the silent auction had already left, and I had to draw names for those items too. My mother had a great idea I wish I had thought of at the time. Instead of giving away everything, I should have said that if they made an additional donation, they could take an item. Then, once everyone had made donations, I could have given away the rest of the items instead. However, I didn't think of that at the time and instead, I simply drew names and gave away as much as I could before the remaining attendees left.

I stayed in the gym for another hour or two for the Luminara Ceremony and to help clean up from all of the attendees. After finally cleaning up all of the mess, I left the remaining few cases of water for the Relay for Life® attendees and went home.

Results

I didn't have a goal for number of people to attend in my proposal, however, in past Zumbathons®, there have been about seventy to eighty people in attendance. I had hoped for between two and three hundred people. In actuality, a little over one hundred and thirty people came.

I did have a very specific goal for amount of money I wanted to raise. My original goal was \$1,000 for the American Cancer Society®. Our final total was well over \$2,000, which is about quadruple what we have ever raised at a Zumbathon®, and over double my original goal.

Everyone that came had a blast. Dozens of people came up to me and my advisor to gush on how well the event went and how successful it was. I am very proud of the results of the event. I cannot think of a single thing that I could have physically done to make it more successful. I did the best I could and did not waste a second. With the knowledge and experience I had, I put on an extremely successful event. The immense knowledge that I have gained through this experience cannot be measured. It will come in handy when planning Zumbathon® events in the future.

A Learning Experience

Some things I would have done differently or will do differently in the future include:

1. I would not have done it alone: I'm a perfectionist and mild control freak, but I should not have tried to do this alone. I should have teamed up with someone else doing their Senior Honors Thesis Project so it could have been even bigger and more successful. We had so many ideas that there was no physical way I could have accomplished each and every one of them. Or, I should have been able to get more people to help me out. I did actually ask quite a few individuals for help, but the trouble was that most of the people I know are seniors and are also busy with end of the college experience items. However, in the future, I wouldn't do this alone ever again. It was simply too much.

2. I would have given myself more time: Even though I didn't have much control on this one, in the future, I will start planning a Zumbathon® much more in advance than six weeks. If I did have more time, I could have accomplished much more. There were so many ideas that did

not get to be fulfilled simply because there wasn't any time. For instance, we were going to go to larger businesses and ask them to sponsor survivors to dance. We were going to do a bigger push to recruit cancer survivors from Ball State and the community. We were going to visit the sorority and fraternity meetings to help drum up excitement. We were going to sit in on many more organizational meetings to get the word out. We were going to get snacks donated by major companies. We were going to get more major companies to donate to the silent auction. However, all of these ideas were either barely touched on or were completely unable to be utilized because of issues with time.

3. I would have had more instructors I knew there: I absolutely enjoyed meeting a ton of new instructors, and I loved having many instructors lead instead of just a few; however, I missed the camaraderie I witnessed in the other two Zumbathons®. I was so stressed, and everyone was so busy, that it was practically impossible to get to know each other and such. I didn't even get a picture with all the instructors, which was one thing I wanted very much but was unable to get with all of the craziness of the stage setup, speaker issues, and late start. I just didn't feel the connection like before.

4. I would have also gotten together as a group: I liked that in past Zumbathons®, all of the instructors were at least familiar with each other's choreography. I only knew two or three songs from the whole bunch. It would have been nice to be able to get together and spend some time working on each other's songs. This would have been nice also so that instructors would have been more inclined to move around and help pump up the crowd. In past events, the instructors never stayed in the same spot, they moved around and got people excited. In this event, the instructors either stayed in their own spot by their own students, or they sat out. They seemed to have a much different vision of how a Zumbathon® was supposed to operate.

5. I would have better explained the activities at the event: Not enough people participated in the other activities. I either should have explained/previewed them better in the beginning, or had a specific time for them. If I had had the health fair open and ready earlier, then more people might have taken advantage of that. Most of the tables were completely cleared away and gone before they were supposed to, because there probably weren't many people coming to them. I felt awful about that. And the silent auction I sacrificed my spring break for? Only raised about a fifth of the worth, and that was extremely disappointing. This was probably my biggest downfall of the whole event: the "other" parts. It made sense to have the silent auction to get the word out, but it did not end up being the most economically positive idea. In the future, I would focus on the types of items that went over well and not worry so much about the types that did not. I wish I would have organized that aspect better so attendees were encouraged more to participate in all of the activities.

6. I would have been more involved with the bigger stuff: I had let a lot of the big stuff to others, and when it came down to it, something didn't happen and we were stuck with an extremely late start and a horrible sound system. I wish I had been more involved with that and had documented what was promised to us to ensure things went more smoothly. That was the absolute biggest thing that really upset me.

Conclusion

All in all, this was still an extremely successful event. Even with the craziness of the late start and having to make do with some less than stellar equipment, once I got up on that stage and saw all of those smiling faces, having a blast, it was all worth it to me. The Relay for Life® leaders were so impressed with the turnout and the results that they are looking to continue my efforts in the coming years. If this event is established as a yearly thing, their attendance will

greatly increase as awareness increases. This is also something that inspired the Delaware County Relay for Life® to also put on a Zumbathon® in efforts to raise even more money and awareness. It is evident that I have not only made an impact on myself, my family, my friends, my students, my peers, and cancer research, but also in my community and the national American Cancer Society® and Relay for Life® organizations.

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The Timeline

January 31, 2012:	Thesis Project changed to Zumbathon® event
February 10, 2012:	Partnered with Ball State's Relay for Life event (Appendix A)
February 22, 2012:	Zumbathon® approved by Zumba Fitness® (Appendix B)
	Created own Relay for Life Zumbathon® team (Appendix C)
	Began contacting organizations for health fair tables
	Began receiving responses for health fair tables (Appendix D)
	Began seeking cancer testimony stories
	Began receiving cancer testimony story responses (Appendix E)
	Started designing the fliers and tickets (Appendix F)
February 25, 2012:	Finalized ticket design and sent to printer company
March 1, 2012:	Finalized flier design and sent to printer company
March 4, 2012:	Fliers printed and received
March 4-8, 2012:	Visited local businesses and sent out e-mails to every student organization
March 8, 2012:	Tickets printed and received
March 14, 2012:	Honors professors and administrators contacted to advertise in classes
March 17, 2012:	Re-contacted unresponsive student organizations
March 19, 2012:	E-mail sent from Honors College to all Honors students (Appendix G)
March 20, 2012:	Received donation from Power Systems, a national fitness brand
	(Appendix H)
March 21, 2012:	Partnered with Health Science graduate student to head up health fair
March 22, 2012:	Visited RHA meeting (Appendix I)
March 23, 2012:	Zumba® instructor backed out
	E-mail sent to all BSU fit instructors (Appendix J)

March 26, 2012: Zumba® instructor backed out

March 28, 2012: Flashmob at Scramble Light
Student Life “Events This Week” e-mail sent to all students (Appendix K)
Health Ed e-mail sent out to all students (Appendix L)
Contacted by Daily News for article in paper (Appendix M)

March 29, 2012: Daily News article (Appendix N)

March 30, 2012: Zumbathon® Health Fair Charity Event
Two Zumba® instructors backed out

April 1, 2012: Interviewed by Newslink Indiana

Sponsors

Town Boutique

Murray's Jewelers

Amazing Joes

Normandy flower shop

Cornerstone Center

CVS

RD Hunt Photography

Kirk's Bike Shop

Richard's

Running with Scissors

Sunshine Cafe

The Flower Bin

Puerta Vallarta

AMC Showtime Theater

Cousin Vinny's

The Chocolate Moose

Wal-Mart

TIS Bookstore

Sunsations Tanning

Power Systems

Family Video

Zumba Fitness with LeeAnn

YWCA of Muncie

YMCA of Muncie

Gold Metal Massage

Coca-Cola Company

Thomas Printing Company

Appendix A: Partnership with Relay for Life

relay/zumba

[Hide Details](#)

FROM: Cara.Roach@cancer.org +
 TO: Adams, Cody N. + ejswitzer@bsu.edu +
 CC: Amanda Funk + LeeAnn Wilcox

Friday, February 10, 2012 4:07 PM

I am so excited for this venture!

Emily and Cody I was contacted by Amanda Funk about her student LeeAnn who is wanting to do a Zumb-a-thon for her senior project and wants to do this at Relay. If you could contact LeeAnn and talk about this opportunity that would be great. I think there will some logistics that will have to address, but I think this could be a great partnership for both!

LeeAnn visit our website, www.BSURelay.org to learn more about Relay For Life and the ACS.

I look forward to meeting with all of you and discussing this project!

Have a great weekend,

Cara

Cara Roach | Community Representative
 Great Lakes Division | American Cancer Society, Inc.
 2723 S. Albright Rd., Kokomo, IN, 46902
 Phone: 765.455.9905 | Mobile: 317.376.9557 | Fax: 765.455.9975

cancer.org



THE OFFICIAL SPONSOR OF BIRTHDAYS®

Appendix B: Zumbathon® Approval from Zumba® Fitness

Approved: Your Zumbathon Event

[Hide Details](#)

FROM: Zumbathon Notification +

Wednesday, February 22, 2012 2:56 PM

TO: imwilcox@bsu.edu +

Dear LeeAnn,

CONGRATULATIONS! Your Zumbathon® charity event, benefiting American Cancer Society, has been approved!

Please refer to the [ZIN™ License Agreement](#) and the [Trademark Usage Guide](#) for the proper use of the Zumba® name and mark. Remember that the Zumbathon® mark must not be used alone. Suggestions for its use are Zumbathon® charity event or Zumbathon® event.

If you have questions, please contact us using the support link on zumba.com. Thank you for all that you do!

Sincerely,

The Home Office

Legal:

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Appendix C: Creation of Relay for Life Team

Thank you for forming a Relay For Life team

[Hide Details](#)

FROM: Relay For Life of Ball State Univ. +

Wednesday, February 22, 2012 5:46 PM

TO: imwilcox@bsu.edu +

Dear LeeAnn,

Thank you for starting a team for the American Cancer Society Relay For Life - you're going to have an amazing time. As a team captain, you might be wondering what's next? Well, log in to your Relay Center now to...

Appendix D: Acquiring Health Fair Tables

Re: Zumbathon Health Fair Event

[Hide Details](#)

FROM: Paige Oswalt +

Wednesday, March 14, 2012 11:37 AM

TO: LeeAnn Wilcox

LeeAnn,

I have talked to my fellow classmates and we are thinking about covering healthy diets, how to maintain the healthy diets, shopping smart with a handout or guide of some sort, and easy healthy food swap out ideas with a game as well. We also would like to do a fat analysis testing and will have handouts on that as well.

Please let me know if this sounds okay, or if you would like us to change anything of these topics.

Thank you,
Paige Oswalt

RE: Zumbathon Health Fair Event

[Hide Details](#)

FROM: Dormer, Jenna P +

Thursday, March 1, 2012 9:00 PM

TO: leesannwilcox@yahoo.com

Hello LeeAnn,

We decided at our chapter meeting that we would like to create and staff a health information booth at the Zumbathon event. We are planning to have information about cancer prevention and the importance of living a healthy lifestyle. Please let us know if there's anything specific that should or shouldn't be included. Thank you for partnering with ESG!

Jenna

RE: Zumbathon Health Fair Event

[Hide Details](#)

FROM: Cox, Angela +

Monday, February 27, 2012 9:07 AM

TO: Wilcox, Leeann M +

CC: Biddle, Stefani M +; Lochtefeld, Michelle A +; Ray, Abigail J +; Stegemiller, Kasie M +

Hi LeeAnn,

This sounds like so much fun! I am forwarding this to the BSNA officers. One of these individuals will be in touch today or tomorrow. If not, please feel free to give me a call at the number below:-)

Angela R. Cox, RN, MS
School of Nursing

Appendix E: Acquiring Cancer Survivor Testimony

Re: Zumba Contact message from LeeAnn Wilcox

Hide Details

FROM: nikki chandler +

Monday, March 5, 2012 11:21 AM

TO: LeeAnn Wilcox

Would love to share my story....when do you need it?

Thanks for asking!

On Mar 5, 2012 11:03 AM, "LeeAnn Wilcox" <leeannwilcox@yahoo.com> wrote:

Name: LeeAnn Wilcox

Email: leeannwilcox@yahoo.com

Comment: Hello Nikki! I noticed on the forum you mentioned you have taught Zumba while battling cancer. I am organizing a Zumbathon (in conjunction with a Relay for Life event) to benefit the American Cancer Society and am collecting stories of how Zumba has impacted/changed lives. Would you be willing to share your experiences in a short story about how Zumba has made a positive difference in your life that I could display at the Zumbathon? Please let me know if this is something you are willing/able to do!

Thanks!

LeeAnn Wilcox

Appendix F: Flyers and Tickets

Two earlier versions of my flyer as well as the final four versions and the final ticket design follow.

Zumbathon

JOIN US FOR AN EVENING OF
**DANCING,
FITNESS,
AND FUN**

8 p.m. - 10:30 p.m.

Friday, March 30, 2012

Ball State Student Recreation and Wellness Center

This event will be immediately followed by a
Remembrance/Reflection/Luminaria Ceremony

**Show up early (7:30 p.m.) for instructional demonstrations
and a meet and greet with local instructors**

3 Ways to Sign-up

- 1) Join our team!
Zumbathon-LeeAnn Wilcox at www.relayforlife.org
- 2) Create your own Relay for Life team **with Zumbathon** in the name
- 3) Contact LeeAnnWilcox@yahoo.com for a ticket or \$10 at the door

A special thanks
to those who helped
make this possible



Participants gain admission to Relay for Life at Ball State
6:30 p.m. March 30, 2012 | 9 a.m. March 31, 2012



Zumbathon



**DANCE.
CELEBRATE.
HOPE.
FIGHT BACK.**

**8 p.m. - 10:30 p.m.
Friday, March 30, 2012**

Ball State Student Recreation and Wellness Center

This event will be immediately followed by a
Remembrance/Reflection/Luminaria Ceremony

**Show up early (7:30 p.m.) for instructional demonstrations
and a meet and greet with local instructors**

3 Ways to Sign-up

- 1) Join our team!**
Zumbathon-LeeAnn Wilcox at www.relayforlife.org
- 2) Create your own Relay for Life team with Zumbathon in the name**
- 3) Contact LeeAnnWilcox@yahoo.com for a ticket or \$10 at the door**

A special thanks
to those who helped
make this possible



ZUMBA®
fitness



Participants gain admission to Relay for Life at Ball State
6:30 p.m. March 30, 2012 | 9 a.m. March 31, 2012



A Health Fair Charity Event
to benefit the fight against cancer

3 Ways to Sign-up

- 1) Join our team!
Zumbathon-LeeAnn Wilcox at www.relayforlife.org
- 2) Create your own Relay for Life team with **Zumbathon** in the name
- 3) Contact ZumbathonLeeAnnWilcox@yahoo.com for a ticket or \$10 at the door



8 p.m. - 10:30 p.m.
Friday, March 30, 2012

Zumbathon® Health Fair Charity Event
Ball State Student Recreation and Wellness Center

Show up at 7:15 p.m. for instructional demonstrations
and a meet and greet with local instructors

Zumbathon

Zumbathon®

Health Fair Charity Event

3 Ways to Sign Up

1. Join our team
"Zumbathon LeeAnn Wilcox"
on www.relayforlife.com
2. Create your own team with
"Zumbathon" in the name
3. Contact
ZumbathonLeeAnnWilcox@yahoo.com
for a ticket or \$10 at the door



to benefit the fight against cancer

March 30, 2012
8-10:30pm

**show up at 7:15pm for
an instructional portion
and instructor meet and greet**

Ball State Student Recreation and Wellness Center



Zumba® and Zumba Fitness® are registered trademarks of Zumba Fitness, LLC

Zumbathon®

Health Fair Charity Event

to benefit the fight against cancer

March 30, 2012
8-10:30pm

Ball State Student Recreation and Wellness Center
show up at 7:15pm for
an instructional portion
and instructor meet and greet

3 Ways to Sign Up

1. Join our team "Zumbathon LeeAnn Wilcox" on www.relayforlife.com
2. Create your own team with "Zumbathon" in the name
3. Contact ZumbathonLeeAnnWilcox@yahoo.com for a ticket or \$10 at the door



Zumba® and Zumba Fitness® are registered trademarks of Zumba Fitness, LLC

Zumbathon®

Health Fair Charity Event
to benefit the fight against cancer

3 Ways to Sign Up

1. Join our team

"Zumbathon LeeAnn Wilcox"

on www.relayforlife.com

2. Create your own team with

"Zumbathon" in the name

3. Contact

ZumbathonLeeAnnWilcox@yahoo.com

for a ticket or \$10 at the door

March 30, 2012
8-10:30pm

show up at 7:15pm for
an instructional portion
and instructor meet and greet

Ball State Student Recreation
and Wellness Center



*** ADMIT ONE ***



zumba[®]thon

Friday, March 30, 2012 | 8 p.m. - 10:30 p.m.

Ball State Student Recreation and Wellness Center

Also admitted to Relay for Life at Ball State University

6:30 p.m. March 30, 2012 | 9 a.m. March 31, 2012

Non transferable to other events. No refunds or exchanges.



ADMIT ONE

ZUMBATHON

Friday, March 30, 2012 | 8 p.m. - 10:30 p.m.

Ball State University
Student Recreation and Wellness Center

**NON TRANSFERABLE TO OTHER EVENTS
NO REFUNDS OR EXCHANGES**

*** ADMIT ONE ***



zumba[®]thon

Friday, March 30, 2012 | 8 p.m. - 10:30 p.m.

Ball State Student Recreation and Wellness Center

Also admitted to Relay for Life at Ball State University

6:30 p.m. March 30, 2012 | 9 a.m. March 31, 2012

Non transferable to other events. No refunds or exchanges.



ADMIT ONE

ZUMBATHON

Friday, March 30, 2012 | 8 p.m. - 10:30 p.m.

Ball State University
Student Recreation and Wellness Center

**NON TRANSFERABLE TO OTHER EVENTS
NO REFUNDS OR EXCHANGES**

*** ADMIT ONE ***



zumba[®]thon

Friday, March 30, 2012 | 8 p.m. - 10:30 p.m.

Ball State Student Recreation and Wellness Center

Also admitted to Relay for Life at Ball State University

6:30 p.m. March 30, 2012 | 9 a.m. March 31, 2012

Non transferable to other events. No refunds or exchanges.



ADMIT ONE

ZUMBATHON

Friday, March 30, 2012 | 8 p.m. - 10:30 p.m.

Ball State University
Student Recreation and Wellness Center

**NON TRANSFERABLE TO OTHER EVENTS
NO REFUNDS OR EXCHANGES**

*** ADMIT ONE ***



zumba[®]thon

Friday, March 30, 2012 | 8 p.m. - 10:30 p.m.

Ball State Student Recreation and Wellness Center

Also admitted to Relay for Life at Ball State University

6:30 p.m. March 30, 2012 | 9 a.m. March 31, 2012

Non transferable to other events. No refunds or exchanges.



ADMIT ONE

ZUMBATHON

Friday, March 30, 2012 | 8 p.m. - 10:30 p.m.

Ball State University
Student Recreation and Wellness Center

**NON TRANSFERABLE TO OTHER EVENTS
NO REFUNDS OR EXCHANGES**

*** ADMIT ONE ***



zumba[®]thon

Friday, March 30, 2012 | 8 p.m. - 10:30 p.m.

Ball State Student Recreation and Wellness Center

Also admitted to Relay for Life at Ball State University

6:30 p.m. March 30, 2012 | 9 a.m. March 31, 2012

Non transferable to other events. No refunds or exchanges.



ADMIT ONE

ZUMBATHON

Friday, March 30, 2012 | 8 p.m. - 10:30 p.m.

Ball State University
Student Recreation and Wellness Center

**NON TRANSFERABLE TO OTHER EVENTS
NO REFUNDS OR EXCHANGES**

Appendix G: Honors College E-Mail

An e-mail from Barbara Stedman to the Honors College follows.

Subject: FW: Senior Honors Thesis Project Event!

From: Stedman, Barbara (bstedman@bsu.edu)

To: bstedman@bsu.edu;

Date: Monday, March 19, 2012 2:47 PM

Dear Honors students,

Please see the following request from LeeAnn Wilcox, regarding her Honors thesis project!

Barb Stedman

~~~~~  
Barbara Stedman, Ph.D.

Director of National and International Scholarships

Honors College

Ball State University

Muncie, IN 47306

317-255-285-5086

[bstedman@bsu.edu](mailto:bstedman@bsu.edu)  
~~~~~

Hello Honors College Students!

My name is LeeAnn Wilcox, and I am a senior in the Honors College, working on my Senior Honors Thesis Project. For my project I am organizing and hosting a Zumbathon. A Zumbathon is a charity event to raise money for a cause. This Zumbathon would be in partnership with the Relay for Life event at the end of March to raise money for the American Cancer Society. In addition to the Zumbathon, the instructional portion prior, and the silent auction, we are going to have health fair informational booths set up. These booths will have information about cancer screenings and prevention, as well as information about general wellness, such as fitness, diet, healthy lifestyles, emotional/mental health, and we are looking to have some health screenings available as well.

We are looking for individuals and teams to work together and help to raise funds for cancer research. Teams can be of any size, and we encourage everyone to get into the competition! Creating team t-shirts and/or banding together to get some awesome gift ideas o

askets to be a part of the silent auction are ideas to get involved. If individuals would like to sign up, but not as a team, anyone can join our "Zumbathon LeeAnn Wilcox" team on the Relay for Life website under the Ball State event page (link below)! To create your own team, simply make sure it has "Zumbathon" in the team name! It would be awesome to see the Honors College create a team for this event!

Registration can also be done at the event, but if you are interested in having documentation of your attendance, online registration is encouraged.

I hope you will attend!

The basic information is as follows:

Zumbathon Health Fair Charity Event
in conjunction with Relay for life, benefiting the American Cancer Society

Friday, March 30th

The relay will last 6:30pm-9am the following day and the \$10 registration gets you into everything!

All activities will be contained to the Student Recreation and Wellness Center.

Instructional section in Gym 2 7:15pm-8pm

With this, instructors will be helping any who would like to partake to learn the basic or most common steps in Zumba. There will be one-on-one help available before the Zumbathon for anyone who has not tried Zumba before or would like to get to know the steps a little better before participating in the Zumbathon. Additionally, there will be available instructors to talk to, as well as health booths to visit.

Zumbathon in 2 court gym 8-10:30pm

We will have instructors from Ball State as well as from the community lead Zumba. Survivors will dance for free.

In addition to the instructional portion and the actual Zumbathon, we are going to have informational booths set up 7:30-10:30pm. These booths will have information about cancer screenings and prevention, as well as information about general wellness, such as fitness, diet, healthy lifestyles, emotional/mental health, as well as health screenings.

To sign up, simply go to www.relayforlife.org and find our Ball State Relay for Life event page. On that page, there is a team called "Zumbathon LeeAnn Wilcox." They can either join our "Zumbathon LeeAnn Wilcox" team, or create their own "Zumbathon ____" team. The minimum donation is \$10 to register. Anyone can also register at the actual Zumbathon and all are encouraged to stay and partake in other festivities, such as the Luminaria ceremony immediately following the Zumbathon.

Please let me know (ZumbathonLeeAnnWilcox@yahoo.com) if you have any additional questions about the event! We would greatly appreciate your involvement!

LeeAnn Wilcox

Appendix H: Large Corporation Donation

RE: Zumbathon Health Fair Charity Even Donation for Silent Auction 4

Hide Details

FROM: Jeff Bales +

Tuesday, March 20, 2012 8:38 AM

TO: lmwilcox@bsu.edu +

Good morning LeeAnn,

I hope you are doing well today. We are pleased to announce we're able to donate a couple of products for your event. Please email your address to me and I'll take care of the rest.

Thanks,

Jeff Bales
Trade Show Coordinator



Power Systems, Inc. ☎ 865.862.7878 📠 865.675.6566 🌐 jbales@power-systems.com

From: Kathryn MacLane

Sent: Tuesday, March 06, 2012 1:10 PM

To: webcustomerservice

Subject: Zumbathon Health Fair Charity Even Donation for Silent Auction

Name=LeeAnn Wilcox

Phone=765-286-1958

Email=lmwilcox@bsu.edu

Subject=Zumbathon Health Fair Charity Even Donation for Silent Auction

S1=I am organizing a Zumbathon Health Fair Charity Event for my Senior Honors Thesis Project and am looking for some awesome fitness products to be donated for the silent auction. We are in partnership with Relay for Life in raising money for the American Cancer Society. Would your company be interested in donating a few items for this cause? They can be small like resistance bands, jump ropes, mats, dumbbells, or dvds, or they can be bigger. Any amount of generosity to benefit cancer research is up to you! Please let me know if you have any questions about this event! We would appreciate any items you would be willing to donate and can easily provide documentation needed. Thank you for your time.

Appendix I: Meeting with Resident Hall Association

Re: Fwd: FW: Zumbathon Health Fair Charity Event

[Hide Details](#)

FROM: Juliana Abercrombie

Monday, March 12, 2012 4:37 PM

TO: LeeAnn Wilcox

This sounds really cool!

We'll definitely talk it up during our General Assembly. Additionally, if you would like to come in and promote the event yourself so that our representatives can ask questions, we'd be happy to arrange for that as well.

Thanks,
Juliana

Appendix J: Invitation to other BSU Group Fitness Instructors

Re: Now's the Time for you to be on the team! =)

[Hide Details](#)

FROM: Amanda Funk +

Friday, March 23, 2012 8:09 AM

TO: Julia Pohlman +

CC: Alison Hubert + Allison Pennock + Amanda Saylor-Funk + Bateman, Chandler M + Brittany M Hammer +

27 More...

I wanted to take a moment to sincerely ask you to announce and discuss the Relay for Life Zumbathon Charity Event that is happening next Friday night.

Although many of you had prior engagements that precluded your participation, you can still support and assist with this event by creating excitement and sharing information at the conclusion of your classes.

Ideally when planning events like this, we look to have 5 students' referrals from every instructor on staff.

Please find a moment to make an announcement, share the event info on FB or some other means of participating. You can be excited about this type of event even if you are unable to go. Share the fun with others.

Also note there are some fantastic and experienced instructors coming who are some of the best I've ever seen! The students will NOT be disappointed.

If you are out of the loop and do not know the details, when someone asks, please know who you can refer them to. (LeeAnn Wilcox or I).

Participants can pre-register, buy tickets or pay at the door.

Appendix K: "Events This Week" E-Mail

"Events This Week" e-mail from Student Life, sent to Ball State University students follows.

Subject: Events This Week**From:** studentlife@bsu.edu (studentlife@bsu.edu)**To:** leeannwilcox@yahoo.com;**Date:** Wednesday, March 28, 2012 8:13 PM

Events This Week

Student Life @ Ball State

You are Invited to the 5th Annual McKinley Mile Bike Race

Lambda Chi Alpha, The Office of Student Life, University Program Board, and the Student Government Association proudly announce the fifth annual McKinley Mile Bike Race, scheduled for this Saturday, March 31, 2012, from noon - 5:00 p.m. on University Green. This year proceeds from the event will benefit Cardinal Greenway. There will be plenty of other activities for spectators including inflatables, carnival games, live music and FREE FOOD! So come out and support your fellow students! [Learn more.](#)

Road Closures for McKinley Mile Bike

Please be advised that the following roads will be closed Saturday, March 31, 2012, from 12:00 noon until 6:00 p.m. for the McKinley Mile Bike Race and Field Day: McKinley Ave from Neely Ave. to Riverside Ave.; Riverside Ave from McKinley Ave. to New York Ave.; New York Ave from Riverside Ave. to Neely Ave.; Neely Ave from New York Ave. to McKinley Ave. Be advised that you will not be able to move your vehicle from any of the parking structures or lots on these streets within this time frame, so please plan accordingly. [Learn more.](#)

Ask Canada a Question

Excellence in Leadership is currently collecting questions for the Geoffrey Canada lecture on our Facebook fan page. [Learn more.](#)

Register TODAY for the 2012 TBW Women's Conference: Sisterhood Redefined

Register today for the 2012 Today's Black Women (TBW) Women's Conference, scheduled for March 31, 2012, from 9:00 a.m. to 2:00 p.m. in the Student Center. The TBW Women's Conference is an annual event used to unite women throughout Ball State's campus. [Learn more.](#)

Greek Week Variety Show

The Greek Weeks Variety Show will be held on March 28, 2012, at 9:00 p.m. at Ball Gym. BSU Greeks participate, and all can come to watch, so come out and have fun and help us support the Muncie Cardinal Greenway. [Learn more.](#)

Islamic Awareness Week

Join Muslim Students Association for Islamic Awareness Week events from March 26-29, 2012, including the events "Challenges Faced by Muslims in America," "Islam and Science," and "Islam and Democracy." [Learn more.](#)

Gamma Theta Upsilon: GeoBingo

Join Gamma Theta Upsilon for a geography themed bingo! We will test your geography knowledge. [Learn](#)

more.

Navruz Celebration

International Ambassadors Club would like to invite you to you our Navruz Celebration at 7:00 p.m. on March 29, 2012, in the Student Center Ballroom. Navruz - Persian New Year is celebrated by Persian people and the related cultural continent. [Learn more.](#)

Indiana Zeta Alpha Psi Omega: Take The Walk

Take action with a one-mile walk to support the fight against poverty and HIV/AIDS in Africa. [Learn more.](#)

Colleges Against Cancer: Relay For Life / Zumbathon

Relay for Life and subsequent events fighting cancer and honoring and remembering cancer patients will occur throughout the night. [Learn more.](#)

Epsilon Sigma Alpha: Up 'Til Dawn

Up 'Til Dawn is a letter-writing event aimed at raising money for St. Jude Children's Research Hospital. This year's theme is the 90's! [Learn more.](#)

Live Blues Band Coming to Ball State!

Put on your dancin' shoes and come blues with Ball State Swing Society on March 31, 2012, from 9:00 p.m. - 12:00 a.m. in AR 217 (The Art Museum) to the live musical stylings of T-Bone Craig from Peoria, IL. [Learn more.](#)

Chi Omega: Hootie Hoops

Come support Chi Omega's Hootie Hoops 3v3 basketball tournament. Chi Omega holding this event to raise money for the Little Red Door. [Learn more.](#)

PRSSA: Cardinal Chili Challenge "Western Style"

WANTED: Chili Aficionados. Come one, come all to PRSSA's annual "Cardinal Chili Challenge" cook-off contest. [Learn more.](#)

Afghan Student Union: Inaugural Soiree

Do you want to learn beyond Muncie? Do you want to see a free live music? Do you want to have fun watching Bollywood/Afghan live dance? If yes, then this event is for you. [Learn more.](#)

Anthropology Club: Dr. Ellen Gruenbaum: Secrets, Honor, and Outrage in the Movement to Abolish Female Genital Cutting ('FGM') in Sudan and Sierra Leon

Ellen Gruenbaum (Professor and Head of Anthropology, Purdue University) is a medical anthropologist who has conducted research in Sudan and Sierra Leone on the practice of female genital cutting and the social movements against harmful traditional practices. [Learn more.](#)

Now Hiring Commuter Ambassadors

Freshmen Connections is now hiring Commuter Ambassadors for Fall 2012. [Learn more.](#)

Your Student Organization's Events

To view all upcoming student organization events, visit the Student Organizations page of the Communications Center. To submit your student organization's upcoming events for posting on the

Communications Center or inclusion on the next Events This Week email, submit a request via the Events This Week E-mail Submission Form. If you have questions, feel free to call Student Life at 285-2621. Thank you!

OFFICE OF STUDENT LIFE

STUDENT CENTER 133

www.bsu.edu/studentlife

765-285-2621

This message was sent to the following categories:

Arts, Culture, & Entertainment: Other Entertainment

Student Services: General Student Info

Student Services: Student Organizations

University Governance: Student Government Association

To manage your subscriptions, please visit the Ball State Communications Center. If you believe this is spam, forward it to abuse@bsu.edu.

Appendix L: HealthEd E-Mail

Zumbathon® Health Fair Charity Event

[Hide Details](#)FROM: healthed@bsu.edu

Wednesday, March 28, 2012 11:29 PM

TO: leeannwilcox@yahoo.com

Zumbathon® Health Fair Charity Event benefiting the American Cancer Society
Friday, March 30, 2012
Student Recreation and Wellness Center

Instructional portion 7:15pm-8pm
Zumbathon® in 2 court gym 8-10:30pm

Before the Zumbathon®, there will be an instructional aspect with local instructors. There will be instructors going over the most common steps and helping anyone who would like some. You have the option of meeting and talking with the instructors if you so choose.

There will also be a **health fair 7:30-10:30pm** covering topics such as fitness, health, cancer prevention, and nutrition, and a silent auction with over **\$1,000** worth of prizes 8-10:30pm. Please bring cash or check for the silent auction.

This event is in conjunction with the Relay for Life event. We encourage everyone who attends to also stay for their events and possibly form a team to walk in the night. Relay for Life extends from Friday at 6:30pm until Saturday at 9am. The \$10 for the Zumbathon covers Relay for Life and vice versa.

To register for this event, please visit the Ball State event on the Relay for Life website. You can either individually join our "Zumbathon LeeAnn Wilcox" team or start your own team with "Zumbathon" in the title. You could also contact LeeAnn Wilcox (lmwilcox@bsu.edu) directly for a ticket. Lastly, you can pay at the door without registering online. The minimum donation is \$10, but feel free to donate more! **100% of the profits will be donated to the American Cancer Society!**

Link to the Ball State Relay for Life team list:
http://relay.acsevents.org/site/TR/RelayForLife/RFLFY12National?fr_id=37710&pg=teamlist

For more information, please visit: <http://zumbawithleeann.weebly.com/cancer-zumbathon.html>
or email LeeAnn Wilcox (lmwilcox@bsu.edu)

Appendix M: Daily News Interview

Daily News Interview

[Hide Details](#)

FROM: Sparkman, Siara A +

Wednesday, March 28, 2012 10:08 AM

TO: Wilcox, Leeann M +

LeeAnn,

Hello! My name is Siara and I am a reporter for the Daily News. I am working on a story about your senior thesis with the zumbathon. I am wondering when the best time to speak with you would be. The story is due by 5 (I apologize for such late notice.) If you have about 5 minutes for a phone call just please let me know. Also, if you know of any teams or anyone else I could speak with that would be great. Please just let me know when you are free. I have class at 12, 3, and 5. I am willing to skip my 12 or 3 if that helps you.

Thanks again!

Siara Sparkman

Appendix N: Daily News Article

The Daily News article follows.

Student starts Zumba marathon as part of Honors College thesis project

All proceeds will benefit American Cancer Society

SIARA SPARKMAN STAFF REPORTER
sasparkman@bsu.edu

During Zumbathon on Friday, a senior's hard work and determined fundraising for the American Cancer Society is about to pay off.

LeeAnn Wilcox is an English education major and her honor's thesis is in partnership with Relay For Life. Wilcox is working with physical education instructor Amanda Salyer-Funk as her adviser.

Wilcox chose Zumba because of her passion for the exercise. She also decided to raise money for the American Cancer Society for her grandmother, who passed away last December.

"I wanted to use the great benefit of Zumba to raise money for cancer research in my grandmother's honor," she said. Zumbathon is part of Relay For Life this year. There will be an instructional time for those

unfamiliar with dance moves around 7:15 p.m. before the Zumbathon that runs from 8 to 10:30 p.m. There will also be a health fair from 7:30 to 10:30 p.m. as well as a silent auction.

Wilcox has participated in Zumbathons in the past, but she said she is excited because this year is the first one she has organized and hosted. In the past, there have been about 70-80 participants, and Wilcox said she is hoping for an increase.

"[My goal is] between 200-300 [people], but any amount is better than no one," she said.

Everyone is able to register to participate at this event. There is a \$10 minimum donation. To register, visit the Relay For Life website at bsurelay.org or attend the event Friday. Participants do not need to dance the entire time, but Wilcox said the event is symbolic of the journey cancer patients face.

"You understand the feeling of being so tired but knowing you have to fight on because there's a greater purpose to your battle," Wilcox said.

Salyer-Funk said she is positive about the turnout of the

« I wanted to use Zumba to raise money for cancer research in my grandmother's honor. »

LEEANN WILCOX, a senior English education major

event and that the Zumbathon will be successful.

"If we can in some way be encouraging and supportive and acknowledge that the journey is tough, and that we're on their team, we're there to back them up," Salyer-Funk said. "That would be successful to me."

Cody Adams, co-chair of Relay For Life, said this is the first year the relay will be working with a student's project. He said he's impressed with the hard work Wilcox has put into her project and partnership with Relay For Life.

"[Wilcox] has pretty much organized the entire Zumbathon event on her own," the junior human resource management major said. "We've just been working with her trying to provide her with resources she needs. [Zumbathon] has turned out great; she's been

great to work with and definitely has the drive to make sure it goes well."

This will also be the first year Relay For Life will be held inside. Adams said he hopes the event will raise awareness for the relay. Adams also said Zumbathon will be something different for the relay.

"So hopefully going to an event like this will raise awareness and bring more people to relay this year," he said.

Wilcox said Zumbathon is a great way to give back and show support.

"I've seen what kind of impact Zumba can make and how you can use it as a tool," she said. "[Zumbathon] is a really special event where we will be able to use a fitness program such as Zumba to really make a difference in the world."



DN FILE PHOTO BOBBY ELLIS

Instructor Danielle Kelly leads a Zumba class in the Student Recreation and Wellness Center. Zumba is an exercise class that makes dance into a workout. On Friday, a Zumbathon will be held from 8 to 10:30 p.m. as a part of Relay For Life.